



## PREPARING A SUCCESSFUL INDIANA ARTISAN APPLICATION

### ARTS

#### THE PROJECT

The Indiana Artisan project will develop a brand that gives meaning and recognition to Indiana-made art and food. To accomplish that, Indiana Artisan will:

- promote handcrafted and value-added food products made in Indiana, telling the stories of local artisans who produce them;
- encourage artisans to leverage the Indiana Artisan logo and branding;
- provide access to entrepreneurial support and technical assistance, especially for artisans in rural areas;
- provide Internet representation via the Indiana Artisan website;
- help artisans increase revenue and market growth through trade shows, retail displays and outlets, other distribution channels, and collaborative statewide promotion efforts;
- provide grant funding for artisan business development education and networking opportunities; and
- aid and promote local efforts to develop artisan-related, tourism-focused trail development throughout the state.

Indiana Artisan is a venture of the Indiana Arts Commission, Indiana Office of Tourism Development, Office of Community and Rural Affairs, and the Indiana State Department of Agriculture. The program supports Indiana artisans who produce fine art, crafts and value-added foods, by leveraging the resources of the four partners and their statewide networks.

#### THE PARTICIPANTS

To participate in the program, artisans need only successfully complete the jurying process.

Applicants can be for-profit or not-for-profit corporations, as well as unincorporated individual artisans. Participants will include any artisan who, or business that:

- produces a visual arts product, hand-crafted by the applicant, or under the direct supervision of the applicant, that can be purchased and taken by, or shipped to, the buyer;
- produces a value-added, premium food product ('value added' defined as: food that has been modified or enhanced for the consumer beyond its raw form), created by the applicant or supervised by the applicant, that can be purchased and taken by, or shipped to the buyer (raw meat or fish are NOT eligible at this time);
- creates works that contribute to the positive reputation of the artisan's business and to the brand development of quality Indiana-made/produced arts and food;
- desires their art to be part of a set of locally produced goods branded as made in Indiana and carried in retail outlets, as well as sold via the Internet;
- creates their art in Indiana and has been located in Indiana for at least one year prior to the date of application;
- would benefit from entrepreneurial support -- education, workshops, and on-site assessment;
- will participate in locally developed artisan trails promoted to in- and out-of-state travelers interested in place-based arts experiences; and
- seeks to reach the retail market through participation in trade shows/marketplaces.

## THE DISCIPLINES

**ARTWORK**, including, but not limited to:

Folk Art/Crafts	Pottery	Candles	Fiber Art
Multi-Arts	Painting/Drawing	Metal/Ironwork	Leatherwork
Photography	Sculpture	Tinware	Toys/Games
Craftwork	Glasswork	Clothing	Books/CDs
Woodwork	Jewelry	Furniture	
Ceramics	Papercraft	Basketry	
Graphics and Printmaking			
Home and Outdoor Accessories			
Musical Instruments			

**VALUE-ADDED FOODS/PRODUCTS**, including, but not limited to:

Jams/Jellies	Spices	Dried meats/Jerky	Yogurt
Dry Mixes	Wine	Beer	Milk/Ice cream
Syrups/Honey	Cheese	Noodles	Sauces/Salsa
Bread, pastries and other baked goods			
Candies/Chocolate			

*Value-added food is a premium food product that has been modified or enhanced for the consumer beyond its raw form, presented for purchase so that it can be taken by, or shipped to, the buyer; raw meat or fish are NOT eligible at this time.*

## THE PROCESS

All participants in the Indiana Artisan program are juried by a standing panel of business development, retail, arts, agriculture, and tourism professionals. To participate, simply complete the online application. The panel will meet:

- **ART & CRAFT ADJUDICATION**  
October 28 and 29 (Application deadline October 10; and artwork sample deadline October 27. Artwork sample required.)
- **FOOD ADJUDICATION**  
October 29 and 30 (Application deadline October 10; and product sample deadline October 28. Product sample required.)

Selection is based on the expectations outlined in the next section – a unique link with Hoosier history or heritage, originality, quality, price/marketability, and technique. The piece(s), however, do not need to depict Indiana.

**New with this October jury:** all artisans must submit a sample of their work/product so that the jury may review the quality. Samples must arrive by October 27 (see timeline for delivery/shipping location). Following the adjudication, all work may be picked up from the Indiana Arts Commission any weekday from 8 – 5 in November. Works not picked up by December 1 will be properly disposed of. Work will be returned in November via mail to those artisans submitting a stamped, self-addressed envelope with their art/food product.

Arts applicants are required to include up to five images of their work with their online application. Jurors review the images of each entry and the sample of work provided by the artisan, complete scoring sheets and write comments designed to explain why the submission was accepted into the program, and, if not accepted, designed to be helpful in improving and/or marketing the artisan's work. Jurors' comments are compiled and mailed to artisan applicants along with notification of the

jury results and the jurors' recommendations. The decision of the jury is final and may not be appealed; however applicants not selected for the program are encouraged to participate in educational opportunities provided by Indiana Artisan and to reapply to the program.

**Application** to this program **must be made online**. Paper/snail mail applications are not accepted. To participate in the jury process, the application requires you upload photographs of each type of work you or your business offers for sale, a description of the items, and your price range. All products must be handcrafted and produced in Indiana.

## THE EXPECTATIONS

Each art/craft entry will be reviewed using the following expectations.

### 1. Design/Quality (25 points max. Must score minimum of 15.)

- The design satisfies the intent/function of the piece (15 points max)
- The components of the design relate to each other (10 points max)

### 2. Technique (25 points max. Must score minimum of 15.)

- There is evidence of skilled craftsmanship (i.e. finishing, joinery, construction, balance, etc.) (20 points max)
- Materials relate to the original intent/function of the piece (5 points max)

### 3. Originality or Authenticity (25 points max. Must score minimum of 15.)

- Originality - Reflects a unique style, personal expression or interpretation (15 points max)
- Authenticity - Exhibits the tradition or heritage of Indiana communities and groups (10 points max)

### 4. Marketability (25 points max. Must score minimum of 15.)

- Appropriateness of products for marketing activities/supports the Indiana Artisan brand development (15 points max)
- Wholesale / Retail opportunity exists and pricing is appropriate for the program (10 points max)

Artisans must be willing to create their work on a regular schedule, but need not be a full-time artist. Applicants must state whether they are willing to sell their work on consignment to both the wholesale and retail markets, however willingness is not a factor in adjudication. Artisans must produce the majority of their work in Indiana, and sales representatives are eligible for this program only if they participate as an employee of the artisan.

***Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged***; however, strong overall design, interpretation, and originality can affect the decision of the jury.

Artisans producing crafts identified as Native American will not be accepted into the program if their work is not made by a Native American. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally recognized Indian tribe, band, nation, or organized group or community, with your entry for authenticity purposes.

Artists who have received grant funding from the Indiana Arts Commission, through the Individual Artist Program, in FY 2007 (July 1, 2006 – June 30, 2007); FY 2008 (July 1, 2007 – June 30, 2008) and FY 2009 (July 1, 2008 – June 30, 2009) are pre-qualified for the Indiana Artisan Project; however, all artisans must submit the attached application. All pre-qualified artisans, and all artisans who adjudicate into the program, must participate in either the November 20 “bootcamp” workshop in order to fully participate in this program (see timeline below).

## THE APPLICATION

Please complete the online application no later than **midnight October 10, 2008**. Applications will be immediately reviewed for appropriateness. Every applicant will be contacted on or before **October 21** regarding whether the application meets the adjudication criteria.

Those applicants whose application does not meet the criteria will be notified regarding why they may not participate in the October adjudication. The decision regarding application appropriateness for the October adjudication will be final, however, those applicants will be told what precluded participation in the October adjudication, and they will be encouraged to reapply for one of the two adjudications to be held at to-be-determined dates in 2009.

You may enter as many art and/or food items as you wish. Artisan work samples must be a line of work made in the same medium/technique and must constitute a coherent body of work rather than a range. Sets (earrings, gloves, etc.) are considered one sample, as is a coherent body of work such as glass bead jewelry. Regardless of the variety of jewelry, if the artist creates only glass bead jewelry, that would be considered one body of work and one photo, or multiple photos showing the range and variety, should accompany the application.

Samples employing techniques, styles or materials that vary greatly should not be mixed within a single entry. Each should be submitted on a separate application. For example, turned wood vessels and wood jewelry would be two separate applications, as would watercolor paintings and notecards using those paintings as cover art. Work samples of entirely different mediums must be submitted as separate applications.

A sample(s) of the artisan's work must arrive no later than **October 27**. Each application will be reviewed by the jury, and applicants will be notified by email/letter of their acceptance/non-acceptance into the program on or before **November 10**.

Up to five images of the art as it might be displayed are required with the application. A sample or the art work also is mandatory as part of the adjudication process. While professionally photographed images will represent the art better to the jury, professional photography is not required.

There is no maximum number of applications per artisan, however artisans who jury into the program via one product will be permitted to sell only that product through Indiana Artisan. For example, if you jury into the program with pottery as your product, you only will be permitted to sell pottery through Indiana Artisan, not paintings, woodwork, nor any other product. However, artisans can apply for their Indiana-made pottery and any other art product to be juried into the program separately and individually and, if accepted, those products can be sold through Indiana Artisan.

Once your product has juried into the Indiana Artisan program, it will not need to be juried again. However, at any time, and for any reason, Indiana Artisan reserves the right to remove a product from the program or to ask the artisan to reapply for the adjudication process.

#### CHECKLIST:

- Complete and submit the online application(s) to arrive on or before October 10, 2008
- Upload up to five photos with the application (a minimum of one photo is required)
- Include copy of membership card in a federally recognized Indian tribe, band, nation, or organized group (if applicable)
- If you have questions*, contact Eric Freeman at:  
T: (317) 607-8715  
E: [artisan@iac.in.gov](mailto:artisan@iac.in.gov)

#### TIMELINE

- Sept 1: Online application form posted on the Indiana Artisan Web site:  
[www.indianaartisan.com](http://www.indianaartisan.com)
- Oct 10: Deadline for online applications to be received  
Applications reviewed for completeness
- By Oct 21: Applicants not meeting the program criteria, or with incomplete applications, will be notified.
- Oct 27: Art samples due. Artisans submitting art samples must ship/deliver for arrival by this date. Send to: Indiana Arts Commission, attn: Eric Freeman, 150 W. Market St., Indianapolis, IN 46204. If shipping overnight, use telephone number (317) 607-8715
- Oct 28: Food samples are required and must be shipped/delivered to arrive this day at Indiana Arts Commission, attn: Eric Freeman, 150 W. Market St., Indianapolis, IN 46204. If shipping overnight, use telephone number (317) 607-8715
- Oct 28 & 29: Art jury reviews submissions
- Oct 29 & 30: Food jury reviews submissions
- Wk of Nov 3: Artisans notified of acceptance/non-acceptance into the Indiana Artisan program
- Nov. 20: Required workshop for all accepted applicants. Focus will be on the benefits of the Indiana Artisan program and how artisans can leverage the program to expand their business